

# K LINER

Vol. 42, No. 4  
May, 1983

## INSIDE

Customers have responded well to the introduction of Designer Depot, K mart's newest venture into off price apparel retailing. Below, front cover of a sophisticated ad brochure, representing Designer Depot's apparel.

**designer depot**

### Warm Weather Outlooks

Forecast: 20% to 70% savings on the latest name brand and designer fashions for summer. Styles for men, women and children. The same first quality looks and labels found in many department and specialty stores. No seconds or irregulars. So browse and buy with ease. But hurry. Prices in this brochure are good only through Sunday, June 5, at Designer Depot.



# KLINER

## N · E · W · S B · R · I · E · F · S

For your records, employees' stock purchase table. The following table shows the cost per share of Kmart Corporation stock purchased by employees under the Employees' Stock Purchase Plan and the market value-per share on the date the stock was issued, adjusted for stock splits.

Date Issued	Original Cost	Adjusted Cost After Stock Split (*)	Market Value on Date Issued Adjusted for Stock Split
7-31-62	\$27.63	\$ 1.54	\$ 1.51
1-31-63	23.06	1.28	1.36
7-31-63	20.72	1.15	1.27
1-31-64	19.34	1.07	1.63
7-31-64	24.97	1.39	2.30
2-01-65	35.23	1.96	3.10
8-02-65	47.39	2.63	3.46
1-31-66	52.33	2.91	4.32
8-01-66	33.02	3.67	4.83
7-31-67	36.98	4.11	7.26
7-31-68	18.40	6.13	11.75
7-31-69	30.98	10.33	14.94
7-31-70	39.95	13.32	13.67
7-31-71	34.85	11.62	29.25
6-30-72	74.59	24.86	42.45
6-30-73	28.96	28.96	34.06
6-30-74	28.85	28.85	33.94
6-30-75	27.26	27.26	32.06
6-30-76	27.36	27.36	35.56
6-30-77	24.07	24.07	28.31
6-30-78	20.78	20.78	24.44
6-30-79	20.78	20.78	26.75
6-30-80	19.34	19.34	22.75
6-30-81	18.23	18.23	21.44
6-30-82	15.62	15.62	18.38

(\*) Adjusted for the 2 for 1 stock split on May 28, 1966, the 3 for 1 stock split on June 30, 1968 and the 3 for 1 stock split on June 29, 1972.

Sales for the four weeks ended April 28, 1983 were \$1,392,010,000, a 5.5% increase over the previous year's sales, which were \$1,319,199,000.

Chairman B. M. Fauber says, "Considering that U.S. weather was generally unfavorable last month and that Easter was earlier in 1983 than last year, the April sales appear to reflect continued consumer optimism. We believe the combined sales increase of 9.5% for March and April is indicative of the growing upward trend in the economy.

"We are also encouraged that consumers are responding well to our better-quality, higher-priced merchandise, especially in categories such as cameras, jewelry and major appliances."

Mr. Fauber adds, "April sales in comparable K mart stores rose 3.7%."

As of April 27, 1983 there were 2,384 stores compared with 2,387 on April 28, 1982.

May Store Openings		
Region	Location	Opening
E	7242 - Allentown, PA	May 26
M	7561 - Little Rock, AR	May 26
S	7382 - Hendersonville, NC	May 26
S	7911 - Corpus Christi, TX	May 19

## Designer Depot:

*An exciting venture, geared towards selling off-price, name brand designer apparel*



Board Chairman B.M. Fauber, third from left, along with city council members, Clawson Mayor Brown and Store Manager James Evans and the rest of store management and employees, cut the ribbon, opening the doors of the second Designer Depot in Clawson, Michigan.

For the past three years, K mart has been watching how fast off-price stores have been growing. Without duplicating the store layout and merchandising strategy of a K mart store, the company realized that there was a growing need to provide the public with discounted apparel that was at the same time, first quality merchandise. No seconds, no irregulars.

As a test, a survey was taken of a seven and a half mile radius around the St. Clair Shores shopping mall in St. Clair Shores, Michigan to determine what the customer wanted in an off-price operation. The general findings included the need for sportswear,

preferably carrying designer labels. Also a market analysis was conducted before entering the off-price retailing field, showing that while price is a critical factor among traditional K mart customers, today's consumers want good value as well. And many equate quality with a brand name.

In addition, K mart found that the consumer of today is very bright, very knowledgeable. There are people who want a store with personal service and plush surroundings, but for many, the ability to purchase recognizable brand names at a lower price is the most important thing.

(Continued on Page 2)

# Designer Depot: *Breaking*

(Continued from Page 1)

To attract a majority of the local audience, both lower and middle income levels, K mart concentrated on planning a stock of sportswear for women, activewear for men, jeans and tops for children. On the agenda for future stores, is the addition of a footwear, bed and bath departments and jewelry.

But what prompted starting this new venture is that 1983 marks the year in which the company developed a new retailing concept that parallels the 1962 venture into the K mart store. That new concept is to provide brand name merchandise at 20% to 70% below the manufacturer's suggested retail prices.

G.D. Shanks Director, says Designer Depot wants to accomplish two goals. Attract the loyal K mart customer and attract the customer who's never shopped a K mart and is a professional, looking for brand names at a reasonable price.

Shanks is primarily responsible for directing all activities that relate to the outlet.



Bob Schanbacher, District Manager in the Eastern Region, who attended this year's District Manager's Conference, looks over the men's shirt display at the St. Clair Shores store.

including operations, merchandising, planning, systems and selecting future store locations.

Daniel McKinnon is director of administration and will develop and coordinate all accounting, merchandising and computer systems, integrating them into the existing corporate systems.

Other people involved in the project are Don Rogers, who designed the store layout along with Steve Li from the design division at KIH. Rogers was formerly store operations manager and sales promotion coordinator for K mart Apparel and is now director of sales and store operations for Designer Depot.

G. Royce Bullock is the assistant director of store operations, who aside from his varied



Designer Depot is presently on point of sale for buying and markdowns. Plans are underway to have a warehouse and distribution facility, which will handle processing, pack hold, marketing and distribution capabilities. These warehousing and systems functions will be independent from K mart Apparel and K mart operations.

duties, will join the staffs of future designer depots on their opening day.

Tom McGiligan, formerly broadcast and magazine advertising manager, now handles the ad campaign in conjunction with an outside ad agency, Ross Roy Inc., as Designer Depot's advertising manager.

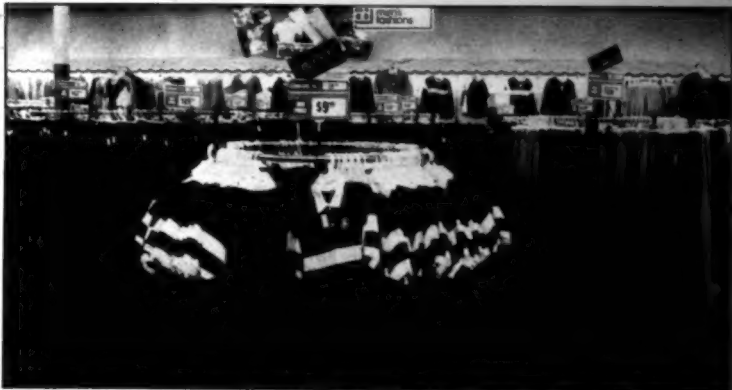
The apparel originates out of a New York buying office, staffed with several K mart people, including Patrick Seibert, General Merchandise Manager, who supervises the buying operations, Eugene Smith, Merchandise Manager for Ladies, Girls, Infants and Toddlers, Donald Metz, Buyer for Infants

and Children's Wear and Russell Rumley, Merchandise Manager for Men's and Boys' Wear, Hosiery and Fashion Accessories.

## The first Designer Depot

In the St. Clair Shores unit, a white tiled race track leads customers on the left to women's apparel, and on the right to menswear. A curve on the left leads to intimate apparel. Further along the aisle are girls', infants' and boys' wear.

Customers will discover carpeting underfoot in these departments. Merchandise displayed on the walls adds to the store's ambience.



## into the off-price designer retailing field



Designer Depot is not like a K mart. Operational and merchandising functions must be integrated, so as to keep the racks full, classified and sized properly.

The walls around the perimeter of the store are done in a soft brown striping, which coordinates with the red and brown carpeting.

Sales predictions for the St. Clair Shores store on opening day were cautiously underestimated. But as it turned out, purchases that day astounded not only the press, but the company itself. Four more stores have since opened and it is planned to open in excess of 30 more for 1983. Twenty leases have been approved, including the five opened stores. In addition, leases on over 20 proposed sites have been tentatively approved, located primarily in the central, midwest and eastern regions as we know them. Cities, such as Chicago, Columbus,

Philadelphia, Louisville and Cleveland, not to mention the five in Michigan alone located in St. Clair Shores, Livonia, Clawson, Warren and Rochester. Future sites to be looked into beyond these are Boston, Washington D.C., Houston, Atlanta, Dallas-Fortworth and cities in Arizona and California.

The criteria used in choosing a Designer Depot location is comprised of several requirements. The ideal building is a former supermarket (or in the case of the St. Clair Shores store, a former Kresge's) because of its size and is usually anchored to one end of a shopping center. The focus is on locating these stores in key cities, where several of them can be opened for service, so as to reduce advertising expense.

Left photo, the Clawson store with Mr. Fauber addressing the staff and the community, regarding the designer label—"If the customer likes the name, he or she will ultimately like the product." Later, Mr. Fauber spoke with the buying staff from New York.



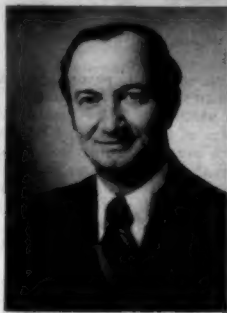
Sites might include strip centers and malls that meet K mart's specifications and demographics, which are: 1. The population within five miles of the store must be over 100,000 and the average income is in excess of \$30,000 annually with a greater share well above \$30,000. 2. The population is comprised primarily of professional men and women, employed, attracting the better educated, better employed segment of our society and no closer than 10 miles apart.

Says Shanks, "The management staff of these stores will consist of former K mart Apparel district managers, K mart co-managers or K mart merchandise managers. The majority will, however, be co-managers." Merchandise managers will be former K mart Apparel department managers. Assistant managers will come from the ranks of K mart store assistant managers. Managing the five stores already opened are Anthony Franco, Livonia; James Evans, Clawson; Gary Knutson, Warren; John Daldin, Rochester; and John Rutherford, St. Clair Shores.

While witnessing the second Designer Depot opening in Clawson, Board Chairman B.M. Fauber addressed the store's ambitious staff with this statement: "I believe that you are participating in an important, history-making event. Designer Depot is new, different and it makes so much sense. The St. Clair Shores store has proven that what we are providing in the way of merchandise and service is what the public wants."



## Executive promotions



Larry M. Parkin has been promoted to Senior Vice President, K mart Corporation and to Vice Chairman, K mart Apparel Corporation. After graduating from Baker University, Baldwin, Kansas in 1956 with a B.A. degree, he began

his career at Kresge 109, Lincoln, Nebraska. He managed several Kresge and K mart stores including Kresge 96, Springfield, Missouri, K mart 4003, San Fernando, California and K mart 4208, Edmonds, Washington prior to his appointment as a District Manager in the Western Region in February of 1973.

That same year, Mr. Parkin was promoted to Personnel Manager in the Western Region. He also served as Regional Merchandise Manager and Assistant Regional Manager until his promotion to Regional Vice President, Western Region in March of 1980.



Thomas H. Nigolian has been appointed Assistant to the President. Mr. Nigolian began his career in 1960 in Cleveland, Ohio. He was appointed manager of Kresge 241, Detroit, Michigan in 1967. He managed several Kresge stores, a Jupiter and was co-manager at K mart 4257, Middleburg Heights, Ohio.

In 1973, Mr. Nigolian was appointed District Manager in the Central Region after he managed two K mart stores. In 1977, he was appointed Personnel Manager in the Central Region. He came to KIH in 1978 as Director of Management Personnel Recruitment and Training and in 1981 was appointed Director of Employee Relations.

In September of 1981, Mr. Nigolian was appointed Consulting General Director of Operations, to represent the K mart Corporation in our association with Astra Stores in Monterrey, Mexico.



Theresa S. Chase has been promoted to Director of Store POS (Point of Sale) Operations.

Ms. Chase will be responsible for the direction, development, implementation and training of SPIRIT (Store Point of Sale Inventory Replenishment Implementation Task) in our test store, K mart 4323, Pontiac, Michigan.

Ms. Chase joined K mart in 1960. After managing several Kresge and K mart stores, she was promoted to Kresge and Jupiter District Manager in 1978. In 1981, Ms. Chase was promoted to K mart District Manager in the Central Region. In 1982, she was appointed Co-Buyer in Department 28, Infants' & Children's Wear.



Donald E. Metz has been promoted to Buyer in Department 28, Infants' and Children's Wear.

Mr. Metz joined K mart in 1960 at Kresge 201, Decatur, Illinois. He has managed several Kresge, K mart and Jupiter stores since his first managerial assignment in 1965 at Kresge 407, Aberdeen, South Dakota. He has also served as Jupiter Merchandise and Operations Manager at KIH, District Manager in the Midwestern and Central Regions, Buyer, and Advertising Coordinator of Soft Line Departments at KIH. In 1982, he was promoted to Manager of Apparel Sales Promotion and Advertising and that same year to Merchandise Coordinator, Departments 28, 30, 46 National Brand and Designer Merchandise. Mr. Metz was promoted to Merchandise Manager for Men's and Boys' Wear, Hosiery and Fashion Accessories for Designer Depot in 1983.



Thomas M. McGilligan has been promoted to Advertising Manager for Designer Depot.

Mr. McGilligan joined K mart in 1967 as Advertising Manager at K mart 4218, Appleton, Wisconsin. He was promoted to Chicago Area Advertising Coordinator at K mart 4214, Des Plaines, Illinois in 1969. In 1972, he was promoted to Regional Advertising Manager of the Midwestern Region and in 1974, to Co-op Advertising Coordinator at KIH. He was promoted to Broadcast and Magazine Advertising Manager in 1977.



Russell R. Rumley has been promoted to Merchandise Manager for Men's and Boys' Wear, Hosiery and Fashion Accessories for Designer Depot. He will work out of the New York buying office.

Mr. Rumley joined K mart in 1964 when he joined the staff at K mart 4069, Casper, Wyoming. In 1965, he was promoted to Department Manager at K mart 4101, Lakewood, Colorado. Mr. Rumley worked as a Traveling Supervisor of Men's Furnishings in 1966. In 1968 he was promoted to Assistant to the Buyer at KIH and in 1968 to Associate Buyer. Mr. Rumley was promoted to Merchandise Coordinator of the NFL Program in 1983.

Robert G. Sly has been appointed Associate Manager in the Import-Export Department.

Roger L. Dixon has been appointed Assistant to the Buyer in Department 22 Glassware & Dinnerware, 35 Plastics and 41 Housewares.

Tom Opalewski has been promoted to Planner in the Centralized Merchandise System Department.

Mr. Opalewski started with the Company in 1966. He has been a Department Manager in Menswear for 10 years and most recently, a Wearing Apparel Manager.



Richard S. Miller has been promoted to Vice President, Western Region. Mr. Miller began his career in 1960. In 1967 he was appointed to his first management position at Kresge 447, Tallmadge, Ohio

and then managed two other Kresge stores and three K mart stores.

In 1977, Mr. Miller was appointed to District Manager in the Western Region. In 1980, he was appointed to Regional Personnel Manager. In 1981, he was appointed to Regional Merchandise Manager and that same year, Director of Store Operations.



Thomas W. Watkins has been promoted to Director of Store Operations in the Western Region.

Mr. Watkins started with the Company in 1967. During this time he has managed Kresge and K mart stores.

In 1976, Mr. Watkins was assigned to Kresge District Manager and in 1977 to K mart District Manager in the Western Region. In 1981, he was promoted to Regional Personnel Manager.



George A. Brownsworth has been promoted to Regional Personnel Manager in the Western Region.

Mr. Brownsworth started his career in 1963. Since his first management position at Kresge 706, Tucson, Arizona in 1971, he has managed Kresge 671, Rapid City, South Dakota.

In 1973, he was appointed to manager of K mart 3096, Orem, Utah and in 1976 he was appointed District Manager.

Carl N. Home has been promoted to Kresge District Manager in the Eastern Region.

Mr. Home started his career in 1968. During this time he has managed Jupiter and Kresge stores. He has also managed two K mart stores before his appointment to manager of K mart 3051, Warminster, Pennsylvania.

Brent J. Grothe has been promoted to K mart District Manager in the Midwestern Region.

Mr. Grothe started his career in 1968. During this time he has managed two Jupiter stores and two K mart stores before being appointed as manager of K mart 3510, Mankato, Minnesota in 1979.

Paul J. Hueber has been promoted to K mart District Manager in the Western Region.

Mr. Hueber began his career in 1970. During this time he has served as Merchandise Manager at K mart 4471, Fort Collins, Colorado, then managed two K mart stores before being appointed to manager at K mart 4449, San Jose, California in 1981.

W.J. Clinard has been promoted to Regional Pharmacy Manager, Central Region. Mr. Clinard began his career in 1977. He started out as a Pharmacy Department Manager in the Southern Region. In 1982, he was appointed to Pharmacy District Manager in the Central Region.

## Retirements

Earl E. Blank, Manager of K mart 4330 St. Joseph, MO has retired. He Blank began his career in 1949. During this time he has managed four Kresge stores and was appointed manager of 4024 in 1970.

Albert H. Bapert, Manager of K mart 4899 Taylor, MO has retired. Mr. Bapert started with the company in 1947. Since then he has managed five Kresge stores and two K mart stores. In 1977 he was appointed to manager of 4024.

David E. Stone has retired from K mart after more than 30 years of service. Mr. Stone began his K mart career in 1948 when he joined the staff at Kresge 100, Ashland, Ohio. After progressing through the training program, he was promoted to the management of Kresge 170, Canawh, New York. He also served as Advertising Coordinator in Cleveland, Ohio. In 1966, he was promoted to Assistant to the Buyer at KIH and in 1968, he was promoted to Assistant Buyer.



## Regional News

### Office manager named Bowler of the Year

Staff at 7272

Karen Hagan, office manager of K mart 7272, Flat Rock, Michigan was recently named Monroe County Regional Woman Bowler of the Year by the Monroe Evening News.

In April, Karen bowled in the WIBC National Tournament in Las Vegas, Nevada and rolled an 1825 actual series for nine games, placing her currently in third in the open division in all events. Her series should qualify her for the United States Team Trials which will be held in Milwaukee in July. The top six finishers from this will represent the United States in the FIO World Championships in Caracas, Venezuela.

Locally Karen holds the association record for both high series and high game with a 725 series rolled this season and a 299 game rolled in 1982.

She bowls in three leagues in the area carrying around a 190 average and coaches junior bowlers on her Saturdays off.

### Mary Bollinger rates Good Samaritan Award

Store Reporter James Daniels

Employee Mary Bollinger, of K mart 4168, Oregon, Ohio, received the Good Samaritan Award at the Annual Hero Awards Banquet recently.

She was honored for her lifesaving efforts on behalf of 19-month-old Guadalupe Garcia Jr. who had stopped breathing at her K mart store.

Mary administered mouth to mouth resuscitation when Guadalupe's breathing became impaired. She was presented with a large plaque at the awards dinner. Mary works at the service desk, part time, and is also attending law school.

### Kentucky Colonel serves as government relations rep

Store Reporter LeAnne Orsini

K mart 3315, Ashland, Kentucky is proud of their Manager Terry Emery, who has recently been presented with two honorable plaques.

The Commission of Kentucky Colonel was bestowed on Mr. Emery in recognition of his many civic duties and presented by Kentucky Governor John Brown.

The second plaque, received from A.R. Stevenson, Vice President of Government and Public Relations at KIH cited Mr. Emery as Government Relations Representative for K mart Corporation in the state of Kentucky.



As customers filed in and out of the entrance to K mart 7135, Medina, Ohio, they gladly stopped to purchase home baked goods made by employees as a fundraiser for Benji Lackey, son of employee Sharon Lackey.

## Benefit bake sales for Benji Lackey

Store Reporter Laterra Fargy

The employees of K mart 7135, Medina Ohio, joined forces with the employees of K mart 3286, Brunswick, Ohio and the Medina Life Support Team to sponsor a benefit bake sale for the son of Medina employee, Sharon Lackey.

Benji Lackey was severely injured on April 23, when he was struck by a truck. He was rushed to Akron Children's Hospital, where he underwent seven hours of surgery in order to save his leg. Doctors are still uncertain as to the limit of use he will have of the leg and he is expected to remain in the hospital until July.

His father, Dan, has some hospitalization with his job as a paramedic with the Life Support Team; however, the expenses for Benji's care have been projected to exceed \$400,000.

On April 30, a bake sale was held at 7135 in order to help with some of these vast expenses. Two members of the Life Support Team helped with the sale and a number of employees donated their time off in order to help with the hundreds of pieces of baked goods that employees prepared.

Brunswick K mart, upon hearing of this need, held their own bake sale, again with the employees donating time and baked goods.

Despite heavy rains, both sales proved to be a success. The proceeds from the sales were donated to the Benji Lackey Benefit Fund at Old Phoenix National Bank.



## Artistic promo posters & greeting cards Sue does them all

Store Reporter Vicki Brown

Sue Crawford, K mart 7397, Grove City, Ohio, will not have any trouble finding something to do with her summer days and evenings. Her talent was recently exposed with a poster that she prepared from a greeting card for Manager J. Bidwell, on his birthday.

Sue has also used her talent on store posters for Christmas and doll promotions.

Her artistic talents are being honored as she is attending Capital University in Bexley, Ohio and majoring in art and bio-pre-med. After her senior year, she plans to further her education at graduate school.

## A Japanese summer

Store Reporter Theresa Beem

Melissa Beem, daughter of Theresa Beem, loss prevention manager at K mart 7129, Meadville, Pennsylvania, has been selected as one of the 1983 FHA/Kikkoman Scholarship recipients to spend the summer with a Host Family in Japan.

The Kikkoman Foods Incorporated awards 15 full scholarships nationally each year, through the Future Homemakers of America Clubs (FHA).

Melissa, a sophomore at Linesville High School, is the President of her local FHA/HERO chapter and served as FHA/HERO Western Regional State Officer for the 1982-83 school year. She is also active in Student Council, Vice-President of Inter-Council Club, Drama Club, a member of the Concert and Marching Bands and a Teacher's Helper in the Special Education classes.

## Sharpshooter outshoots experts, masters at tourney

Store Reporter Ruth Diamond

Jennifer Fossett, area supervisor and hosiery manager at K mart 4458, Falmouth, Maine, won the Maine State Smallbore Rifle Indoor 4-position Championship with a score of 789 out of a possible 800.

Jennifer holds a sharpshooters classification. There were 48 shooters in the tournament. She has only been shooting six years and has out shot the experts and masters. Some of them were former champions and held as many as five state championships. Jennifer is a great shooter, a fierce competitor and is greatly respected by other competitors.

## Quick thinking, CPR saves customer

Staff at 7017

Due to the quick thinking of Manager Anthony Petraglia of K mart 3517, Baltimore Maryland, the life of 60-year-old George Cook was saved.

Mr. and Mrs. George Cook stopped in the cafeteria for a cup of coffee. As Mr. Cook went to get cream, a blood vessel burst in his head, causing him to pass out. An announcement was made over the P.A. asking for anyone who knew CPR to come to the cafeteria.

Two customers who were nurses rushed to the scene, administered CPR until the paramedics arrived and took Mr. Cook to the hospital.

Local T.V. station WJZ-TV 13 visited the store later to give a salute to a concerned and fast thinking store.

Mr. Cook is doing very well now after recuperating and Mrs. Cook is thankful for stopping in at the "friendliest store in town."

## Bringing big smiles to small patients

Store Reporter Mary Ann Tilton

Photos by George Tilton



This year instead of K mart 7097, Hackettstown, New Jersey having a regular jelly bean contest it was decided that we would have an Easter Basket Contest. The baskets that were donated were going to the local hospital. Store Manager J.R. Ullom was generous enough to allow one of the employees, Cathy Fisher, to get dressed as the Easter Bunny and go to the hospital with the Easter Baskets. As you can see from the pictures, the children were delighted when the Easter Bunny came to visit them.

It was well worth the effort that everyone put in to making the baskets and seeing the smiles on the children's faces.

## Dancing for the disabled

Store Reporter Angela Marchese

One recent evening, two K mart 3414, Lodi, New Jersey, employees were preparing to dance. Checkout Supervisor Kathy Scimeca and Assistant Manager John Trolli, were to be declared the winners of a Dance Marathon 13 hours later.

The marathon was to help the disabled citizens of the community. Kathy and John were able to raise \$175 for the disabled.

For Kathy, this was her third dance marathon and for John his second. As a team, this was their first.

Kathy is involved in many community activities with Montclair State College and other organizations. John is also involved in helping the community as a member of the Lodi Kiwanis. After the marathon, both contestants were exhausted, but agreed it was worth the effort to help the disabled.



Your in the Army — for 24 hours. Bottom photo, the staff at K mart 3044, Lawton, OK onboard the 155mm Howitzer which they drove, loaded and fired. Top photo, running the obstacle course with great agility.

## Army enlistees — but only for a day

Store Reporter Brenda Galt

K mart 3044, Lawton, Oklahoma and the third Cannon Training Battalion U.S. Army Field Artillery Training Center, Ft. Sill are co-op partners.

The co-op consists of Lawton Merchants adopting a unit at Ft. Sill to further community relations between the military and civilian sector.

Lt. Col. Richard Tragemann invited K mart women to their annual ladies day. Manager W.H. Smith eagerly accepted and recruited several volunteers.

The women met at the store at 7:30 a.m. and drove out to Ft. Sill where they met the wives of the soldiers in the unit.

Lt. Col. Tragemann explained what they would encounter during the day. Squad leaders were appointed and the women were issued field gear.

They boarded a bus that took them to the firing range. First stop was the confidence building combat conditioning course, consisting of various obstacles. They also had training in hand to hand combat in this course. From the obstacle course they boarded the bus for a trip to the firing range, where they drove, loaded and fired the 155mm Howitzer.

Then they had lunch which consisted of C rations and water. Next the women had the experience of firing a M-16-a1 rifle from a fox hole. They were also invited to attend a Fire Power Demonstration on Adams Hill. There they witnessed war like action.

Upon returning home, they were tired, dirty and well versed as to how a day in the army is spent.

## Top winners at DECA conference

Store Reporter Darla Jordan

DECA students and Kresge 462, Gary, Indiana employees Darryl Lyons and Craig Wadley recently won top awards at the DECA Career Development Conference at Valparaiso High School.

About 200 students from northern Indiana competed in events testing their knowledge in various marketing areas. Some of the events were ad layout, job interviewing, human relations and merchandise decision-making, marketing and distribution testing, public speaking, sales demonstration, apparel and accessories, credit and finance, food marketing, restaurant marketing, general merchandising and service station retailing.

Darryl Lyons won top honors making him eligible to compete in the Indiana State DECA Career Development Conference in Indianapolis. He also received second place in service station retailing and first place in the marketing and distribution tests.

Craig Wadley, because of his high placement in general merchandising was also chosen to compete at the state conference.

## Betty Ward runs 10 K's to keep fit

Store Reporter Brian Anderson

Pharmacist Betty Ward at K mart 4280, Springfield, Missouri runs 10 K's (10 kilometer races or 6.2 miles).

Betty has been running for a little over two years, which means a lot of blood, sweat and tears. For what? Tired feet? No, to accomplish a better, sound body. She runs to improve her cardiovascular flow.

Betty also runs because she is a competitor, an instinct we all have in life. Betty's running finally paid off recently when she received first place in the 10,000 Wilson Creek Meter Run.

While she is 40 years old, Betty says that being older doesn't mean that it's over; rather being fit and having a very positive outlook on life is what it's all about.

## Successful blood drive

Store Reporter A. Sider

In continuing with their motto "We care" K mart 9779, Fargo, North Dakota did it again. The employees donated blood when the Fargo Moorhead Blood Bank Mobil unit showed up at their store at its appointed time. Some of the employees were filled with anxiety while others were just plain scared.

Mr. Rick Olson, Assistant Manager, was so scared that his daughter Mandi came and held his hand during the ordeal! All in all the campaign was a success with one third of the employees giving blood.



## Honest shopper returns to pay rest of bill

Store Reporter Dodge Barrow

Anita Ingram, a West Florida Hospital staff member came into K mart 4085, Pensacola, Florida to buy 236 Smurf coloring books as presents for babies born in the West Florida Hospital last year.

Inadvertantly, she was charged for only 137 books. At a later date, she returned to the store and paid for the other 99 books, totaling over \$97.

## Pharmacist voted "Friendliest Employee"

Store Reporter Ingo Cunningham

To sum up Customer Care Week at K mart 7076, Murfreesboro, Tennessee, a vote was taken for the Friendliest Employee.

Michael Rieben, pharmacist, was voted to carry that title.

Michael graduated from the University of Tennessee

College of Pharmacy in 1978. He worked at various drug stores before starting to work for K mart in 1980.

When asked why he wanted to be a pharmacist, Michael replied, "I wanted a worthwhile profession that contributed to the community. I also wanted to work closely with the public."

## Pharmacist and his aid revive cyanotic baby

Store Reporter Cindy Miller

What seemed to be a typical afternoon recently at K mart 7060, Shelby, North Carolina, turned out to be a traumatic experience with a happy ending.

A man was running towards the pharmacy department with his 22-month-old child in his arms yelling, "Hurry! Help my baby, do something." The child, Bradson Philbeck, was cyanotic (turning blue) and had stopped breathing.

Elaine Cunningham, pharmacy employee and Prentiss George, pharmacist, came to the rescue. The two employees worked diligently with the child to restore breathing. As Prentiss worked with the child, Elaine tried to clear his throat.

To Elaine and Prentiss, what actually took only a few minutes, seemed like an eternity. "He would begin to breathe, then stop. Finally he gave a cry, the best sound I have ever heard," Prentiss said.

Prentiss, one of the first pharmacists in North Carolina to become an emergency medical technician strongly suggests that all pharmacists have CPR training because you never know when something similar will happen.

Later in the evening, Mr. Philbeck came back to the store to thank Elaine and Prentiss and gave each a card and gift in appreciation.



They walked over a mile in their shoes. Part of the staff at K mart 7389, Indian Harbor Beach, Florida who walked for charity.

## March of Dimes walkers raise over \$900

Store Reporter Vickie Bilo

A group of employees from K mart 7389, Indian Harbor Beach, Florida, took off recently under rainy skies on the annual March of Dimes Walk America.

Each K mart walker was sponsored by fellow employees, friends and families that pledged over \$900 for the March of Dimes for each kilometer they walked.

The walk totaled 20 kilometers (12½ miles) and took walkers all through their home towns of Indian Harbor Beach and Melbourne.

After many hours, sore muscles, and a few blisters this proud group of K marts crossed over the finish line with a good feeling of community service to help the fight against birth defects.

One employee, Pat Brewer, jogged the entire stretch in just two hours and didn't hurt one bit!

But for the rest of the crew, they knew the "thrill of victory" and the "agony of *la fin!*"



## Marathoners finish under 60 minutes

Store Reporter Paul Finkler

In April, Marathon, Florida held the second annual Seven Mile Bridge Run. There were 1,200 runners, with four runners from K mart 9224, Marathon, Florida. They included: Apparel Manager Joe Holland, home improvements Chris Proulx, Store Manager Russell Mason and Assistant Manager Jim Cochran.

All K mart participants finished in under an hour and are looking forward to the third annual run next year.



Cindy Greer, K mart 4453, Pueblo, CO.

## Gymnast Cindy Greer scores high at National Athletics Meet

Store Reporter Sandy Schornack

K mart 4453, Pueblo, Colorado was proud to have sponsored employee Cindy Greer at the National Association of Intercollegiate Athletics Gymnastic Meet.

She was the top winner in uneven parallel bars, vault and floor exercise. She came third on the balance beam.

Cindy is a junior at Tarleton State University in Texas. The meet was held in Pueblo. Cindy's scores ranged from 8.55 on the uneven parallel bars, to a 9.3 on the vault.

A crowd of 1,700 including 4453's Manager Dean Kirks watched as Cindy won all-around gymnast for the meet.

## Bobbysockers invade New Mexico K mart

Store Reporter Kathy Harnagel

What do you get when you cross 1980s employees with 1950s atmosphere? A lot of fun and a good sales increase. That was the result of the 1950s promotion recently held at K mart 9119, Alamogordo, New Mexico. The enthusiasm of the employees soon spread to customers and by noon, sales were rockin' and rollin'.

Activities planned by management included an employee dress contest, employee buffet, a clown giving away balloons and candy to the children, a carhop on skates giving gift certificates to customers and a bubblegum blowing contest for kids from 2 to 80!

L to R, Assistant Manager Lynn Elgen,  
Resident Assistant Manager Shirley Lane,  
Manager Scott Johnson.



## Customers can't resist strawberry pies

Store Reporter Sheryl Gornick

K mart 7167, Hillsboro, Oregon, employees were proud to announce that their recent strawberry pie promotion was a tremendous success.

The pies were displayed on the manager end, where an employee would top them with fresh whip cream as the customer watched. The customers admired this.

The employees pulled their efforts together and worked as a team in making as well as promoting the pies. They did P.A. announcements every 10 minutes and constantly had the blue light flashing informing the customers of the fresh strawberry pies for just \$1.99.

Many customers commented on the display and the employee enthusiasm during the promotion. The success of the sale of 733 pies made the employees very proud showing that with good, organized team work and strong efforts that they could beat their last five records.

## \$10,000 lottery winner

Store Reporter Maury Warren

K mart 3310, Longmont, Colorado has in its midst a \$10,000 lottery ticket winner.

Joanne Klingman, employee, stopped at a store on her way home for lunch from work one day and purchased a \$1 lottery ticket.

She did not look at it until she got home. No one was home but her dog and she screamed so loud that her dog ran under the bed and would not come out!

Store Manager Maury Warren jokingly told Joanne that with her big winnings, she would have to forfeit her raises for the next five years.

## Flora and fauna

Staff at 7425

Brad Jez, home and garden department, at K mart 7425, Spanish Fork, Utah was recently awarded a plaque for being the state winner of the FFA Floraculture Foundation Award as well as a check for \$100.

Brad is a member of the local Spanish Fork FFA Chapter. The Spanish Fork Chapter was recognized as one of the state's top chapters as they were among ten chapters to receive the Five Star Chapter Award.

Jay Wick, Resident Assistant Manager, recently had an 8½ foot grizzly bear mounted and stuffed, which he shot last spring in St. Mary's, Alaska. The bear now graces Jay's one bedroom apartment and stands where the sofa once was!

Next year, Jay plans a trip to the Northwest Territory in Canada to hunt Polar Bear.

## In the mail

## Customer letters

K mart 4444 - Fitchburg, MA, Esther Hill, Grill Employee - LuAnn Brault, Footwear Manager

My wife and I rarely miss the opportunity of shopping at your store, at least once a week and must congratulate you on the fine help that oversees the wants of the customer. It is indeed refreshing to shop at a place where the customer receives such prompt, efficient and courteous service.

In particular we wish to single out Esther Hill in the refreshment area and LuAnn in the shoe department. They have attended us over and beyond the ordinary requirements of service.

K mart 4375 - Pekin, IL - Ed Armstrong, employee

Please allow me to convey my sincere appreciation to one of your employees Mr. Ed Armstrong for his undivided attention that he rendered me the other day regarding my rain check.

It was a situation, more or less of insignificant nature, but Mr. Armstrong treated the situation as a very important customer issue. It was greatly appreciated. He handled the situation with care and ease, expediting the situation to my ultimate satisfaction.

Again I would like to express my thanks to you for being part of the training, and please express my appreciation to Ed Armstrong. It is nice to receive kind attention and good service.

Keep up the fine work!!

K mart 3381, Fort Pierce, FL - Joe Simms, employee.

I recently purchased a radio recorder from your Fort Pierce Florida store. During the time I was deciding I was never given service and information as good and informative about any product as your employee gave me. In this day and age this is quite unusual.

His name is Joe Simms and his employee number is 71. He has made me a K mart shopper for life.

K mart 7160 - Beaufort, SC, - F.W. Goodwin, Manager - Mark DiNatale, employee.

We of Gamma Beta Phi wish to thank Mr. Mark DiNatale of the Beaufort K mart for the donation of a wine rack for our fall raffle. Mr. DiNatale was also helpful in assisting us to obtain a donation of wine from the distributor. We sold 450 tickets and were able to award two scholarships for this spring semester, one full-time and one part-time.

Again, thanks to Mr. DiNatale and K mart for supporting our raffle, for without your help it would not have been nearly as successful.

K mart 7436 - Jacksonville, FL - Employee Betty Moore.

As a consumer, I feel a deep sense of appreciation for service I received about three weeks ago in your K mart 7436 N. University Blvd., Jacksonville, FL.

Your employee Betty Moore deserves to be commended on her great knowledge of repairing watches, her friendly attitude and courteous service.

After making three trips to professional watch repair shops with my husband's "Timex," I was rudely advised to mail it to Timex Company for repair. I then heard about "Betty at K mart." She proceeded to check the watch out one thing at a time - in between customers - and finally got it to work. And it's been working ever since. She is a

I want you to know I'm grateful for the kind way these people assured me, in particular, since the price was such a small amount.

I make many purchases at this store and will continue to do so. It's like having a guarantee of satisfaction!

K mart 3142 - Tallmadge, OH, Employee Ken Wasko, and Department Manager.

Many times certain individuals that work for a firm go unnoticed. I wish to take a few moments to bring to your attention the consideration we received from two individuals at your K mart branch 3142 in Tallmadge, Ohio.

Several weeks ago a problem arose in which our television set malfunctioned. This RCA 19" Color Trak was purchased just over a year ago. We therefore, reasoned that perhaps your store would agree that something was wrong that should be corrected by the manufacturer. My wife and I returned to the store from which we purchased the television and talked to the salesperson, Ken Wasko. His concern was immediately evident and subsequent action by Ken as well as his manager and your entire organization is to be noted.

Please accept our expression of gratitude and appreciation to your people for a job well done.

K mart 3372 - Poughkeepsie, NY, - M.J. Sanders, Manager - Staff.

I am writing in reference to your K mart store located at South Hills Mall, Poughkeepsie, New York, concerning your employees. They are very courteous, helpful and very nice. For myself, I am very pleased with shopping there. They sure deserve to be praised.

I have done shopping at this store from the very first day it was opened and I hope it remains that way.

K mart 3130, Redding, CA, - S.J. Brown, Manager - Wes and Staff.

As a very satisfied customer of K mart Automotive, I would like to take this opportunity to express my appreciation for the courteous and excellent service that I received on two recent visits to your store for brakes, lube, tune-up and follow-up service, not to mention the great K mart warranties.

As a recent arrival to Redding from the Bay Area, and not knowing whom I should trust for auto service, several acquaintances recommended K mart. Well, I certainly have not regretted the advice; in fact, I must say that I was pleasantly surprised at the great service I've found. Furthermore, I shall continue to entrust my car to your good hands in the future, and also spread the word to friends and relatives as well.

Wes and his staff are to be commended for not only their craftsmanship, but also for their honesty and the integrity in which they uphold the K mart tradition. Their good training was certainly evident as I lingered around the shop on both occasions. I couldn't help but notice the harmony that prevailed in the shop amidst the daily pressures of time schedules and unforseeable shortcomings.

Please keep up the good work.

## Customer Pleaser



Sarah Smith,  
K mart 3118,  
Philadelphia, PA

Reporter Maria Kibicki of K mart 3118, Philadelphia, Pennsylvania and the staff have nominated Sarah Smith, a 40 year celebrant as a Customer Pleaser.

Sarah started her career with the Company on May 4, 1943 at Kresge 335, in Philadelphia. She started as a sales clerk and continually worked her way into just about every facet of the retail business. When 335 closed, she then went to Kresge 327 and then to K mart 3118. Maria says, "I think the greatest thing about Sarah is her ability to grow as the Company grows, never forgetting the fond memories of the past, yet eager to move forward always welcoming progress. It seems that we are constantly congratulating Sarah on her many accepted worthwhile suggestions. While she has been rewarded financially, I believe the greatest reward for Sarah is to see her ideas being used daily in all of our stores."

Sarah's position as office manager often finds her looking for a more efficient way to accomplish the every day duties in a K mart.

jewel in her own right. She rejected my offer to compensate for her service. This letter is the best way I can think of to show my appreciation.

K mart 3388 - Reading, PA. - Staff.

I purchased the enclosed traverse rod re-cording kit at K mart, Madeira Plaza, 5th Street Highway, Reading, PA.

After numerous attempts to use it, I finally went to the above store for help!

Your courtesy desk help, your department help and above all, a young manager with red hair named "Rich" went out of their way to make sure my curtain rod worked correctly.

## Anniversaries



William D. Macleary  
K mart 7170  
Louisville, KY  
40 Years



Sarah Smith  
K mart 3118  
Philadelphia, PA  
40 Years



Gerlie M. Adelman  
K mart 7796  
Newburgh, NY  
30 Years



Joyce D. Baker  
K mart 4154  
North Aurora, IL  
30 Years



Ella L. Bradshaw  
Kreng 672  
Indianapolis, IN  
30 Years



Eve M. Hartmann  
K mart 7566  
Newburgh, NY  
30 Years



Celeste G. Baden  
Jupiter 4885  
St. Cloud, MN  
30 Years



Mary I. Barrett  
K mart 3248  
South Bend, IN  
30 Years



David S. Atkey  
K mart 4422  
Chesapeake, OH  
25 Years



E. Christopher Drees  
ERO  
E. Brunswick, NJ  
25 Years



Joseph A. Kolesko  
KIH  
Troy, MI  
25 Years



Ella M. Lewis  
Kreng 672  
Indianapolis, IN  
25 Years

Ola Mae Smith, Kreng 153, Washington, DC, 45 Years.  
Lena Marshall, K mart 4293, Decatur, IL, 40 Years.  
Mary F. Hale, Kreng 123, Southfield, MI, 30 Years.  
Jean M. Sharp, K mart 3064, Jackson, MI, 30 Years.  
Betty J. Brown, KIH, Troy, MI, 25 Years.  
Thomas A. Degitz, FTW, Fort Wayne, IN, 25 Years.  
Bert B. DePue, Jr., FTW, Fort Wayne, IN, 25 Years.  
Charles W. Trenary, FTW, Fort Wayne, IN, 25 Years.  
Mildred Trich, Kreng 563, Richmond Hill, NY, 25 Years.

## Second call for entries

## K mart Corporation's 1983

## Photography Contest

Once again here are the rules and prizes:

### RULES

1. Photographs must be no smaller than 5" x 7."
2. Photographs must be mounted on matboard.
3. Entries must have been photographed within the past two years, 1981-1983.
4. Only one entry per category can be entered.
5. Only prints are eligible. Slides will not be accepted.
6. Contest is open to only employees of the K mart Corporation.
7. All entries must be mailed to KIH, News Office and be received by Monday, August 1, 1983. Allow five days for postal delivery.
8. Entries must be accompanied with an entry form which will be furnished in the next K liner issue.
9. All winning photographs will be published in the September issue.
10. No entry will be returned unless accompanied with a stamped, self-addressed envelope.
11. The K mart Corporation is not responsible for loss or damage to any entry.

### CATEGORIES

Black & White  
Color

### FIRST PRIZE

(in both categories)  
\$150 U.S. Savings Bond

### SECOND PRIZE

(in both categories)  
Choice of one of the following:  
\$100 U.S. Savings Bond  
Gadget Bag  
Two Kodak Triol Paks - four rolls  
(100-200-400-1000 speed)  
Mr. Coffee Automatic Drip  
Coffee Maker

### THIRD PRIZE

(in both categories)  
Choice of one of the following:  
\$50 U.S. Savings Bond  
Outliner Blender  
Luggage  
Photography book - What your lenses can do

### HONORABLE MENTION

(in both categories)  
Photo album

### Entry Form

Your name, store number and home address

\_\_\_\_\_

Category

Title (if applicable)

\_\_\_\_\_

Equipment used (type of lens, film, etc.)

\_\_\_\_\_

Return to the K liner News staff, Troy, MI by August 1, 1983, (extended deadline)

# That K mart Spirit

We lean; we're keen toward customers  
We know, they're Number One!  
And to know we please them  
makes our job so much fun.  
To work as one big family,  
together, side by side  
brings true delight, both day and night.  
Our "spirit's" full of PRIDE!

We've got that K mart spirit!  
We're happy, as can be,  
to be a part of K mart,  
our second family.  
To give such friendly service,  
and bring a "people pleasin' smile,"  
upon our patron's faces  
has always been our style.

Our merchandise, "bar none" is tops!  
Top rate! Top quality!  
Name brands or ours, they're both by far  
the best you'll ever see.  
K mart's creed is simply this:  
"The Customer is King!"  
"They're royalty! We feel they're gold!"  
"In fact, a smile is what they bring!"

And to be a part of K mart,  
is a thrillful joy indeed;  
because you'll find at K mart,  
a loyal worker, when in need.  
And to add to that,  
he or she's also a friend.  
We're part of K mart's team!  
We're a family, till the end!

Yes, indeed, that K mart Spirit  
is what keeps us Number One!  
A place we're proud to be at.  
Look out world, we've just begun!  
We're a "people" on the move!  
We take PRIDE in being sharp!  
What makes us go? That K mart Spirit!  
Setting us "a breed apart!"

Our thanks to  
George A. Burns, resident assistant  
manager K mart 4369, Las Vegas,  
Nevada

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